



# TOWN OF LAUDERDALE-BY-THE-SEA

## AGENDA ITEM REQUEST FORM

Item No. ~~150~~ 150C

### ADMINISTRATION

Department Submitting Request

*John Olinzock*  
John Olinzock

Dept Head's Signature

Commission Meeting Dates	Last date to turn in to Town Clerk's Office	Commission Meeting Dates	Last date to turn in to Town Clerk's Office	Commission Meeting Dates	Last date to turn in to Town Clerk's Office
<input type="checkbox"/> Nov 10, 2009	Oct. 30 (5:00 p.m.)	<input type="checkbox"/> Jan 26, 2010	Jan 15 (5:00 p.m.)	<input type="checkbox"/> March 23, 2010	Mar 12 (5:00 p.m.)
<input checked="" type="checkbox"/> Dec 1, 2009	Nov 20 (5:00 p.m.)	<input type="checkbox"/> Feb 9, 2010	Jan 29 (5:00 p.m.)	<input type="checkbox"/> April 13, 2010	April 2 (5:00p.m.)
<input type="checkbox"/> Dec 8, 2009	Nov 25 (5:00 p.m.)	<input type="checkbox"/> Feb 23, 2010	Feb 12 (5:00 p.m.)	<input type="checkbox"/> April 27, 2010	April 16 (5:00p.m.)
<input type="checkbox"/> Jan 12, 2010	Dec 31 (5:00 p.m.)	<input type="checkbox"/> Mar 9, 2010	Feb 26 (5:00p.m.)	<input type="checkbox"/> May 11, 2010	April 30 (5:00p.m.)

### NATURE OF AGENDA ITEM

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Presentation   | <input type="checkbox"/> Resolution     | <input checked="" type="checkbox"/> New Business |
| <input type="checkbox"/> Report         | <input type="checkbox"/> Ordinance      | <input type="checkbox"/> Manager's Report        |
| <input type="checkbox"/> Consent Agenda | <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Attorney's Report       |
| <input type="checkbox"/> Bids           | <input type="checkbox"/> Old Business   | <input type="checkbox"/> Other                   |

EXPLANATION: Discussion and/or Action by Town Commission Regarding Appointment of a Local Complete Count Committee for the Purpose of Building Awareness of the 2010 Census.

STAFF RECOMMENDATION: N/A

BOARD/COMMITTEE RECOMMENDATION: N/A

FISCAL IMPACT AND APPROPRIATION OF FUNDS: N/A

- |   |  |
|---|--|
| <input type="checkbox"/> Amount \$ _____            | <input type="checkbox"/> Acct # _____  |
| <input type="checkbox"/> Transfer of funds required | <input type="checkbox"/> From Acct # _____   |
| <input type="checkbox"/> Bid                        | <input type="checkbox"/> Grant <input type="checkbox"/> Amount represents matching funds |

Deferred to January 12, 2010 By Commissioner Silverstone  
This item was deferred at the January 12, 2009  
Commission Mtg by Vice Mayor McIntee

Town Attorney review required

☐ Yes ☒ No

Town Manager's Initials: CS

**Joyce Murray, Volunteer  
for the proposed  
Complete Count Committee  
for the 2010 Census**

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2000 S. Ocean Blvd #12E

Lauderdale By The Sea, FL 33062

December 15, 2009

Ms. June White, Town Clerk  
4501 N. Ocean Blvd.  
Lauderdale-By-The-Sea, FL 33308

Dear Ms. White:

At the Lauderdale-By-The-Sea Town Commission Regular Meeting on December 8, 2009, item 15 c Old Business proposed establishing a volunteer group to work towards a Complete Count in the 2010 Census.

Please include my name as a volunteer, if such a group is formed. I am not on the Internet; however, there are other tasks I'm sure I could work on to assist in promoting citizen cooperation in a complete resident count for the 2010 Census in our Town.

Thank you for your consideration. Best wishes for a Merry Christmas.

Sincerely,



Joyce M. Murray  
954-941-7773



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Regional Census Center  
ATLANTA, GA 30303-1230

Dear 2010 Census Partner:

Thank you for your commitment to a successful and accurate count for the 2010 Census. The activities you have performed thus far in support of the 2010 Census have been a tremendous asset in achieving our mission to count everyone, count them once, and in the right place. As we draw closer to Census Day, April 1, 2010, we encourage all of our partners to increase their outreach efforts.

Congress has allotted funds in support of Census outreach and promotion efforts with 2010 Census partners. This program is called the Partner Support Program (PSP). The 2009 PSP funds will be used to help support efforts to promote awareness of the upcoming Census in your local jurisdictions. The objective of this program is to support outreach initiatives, which have already been planned by existing 2010 Census partners. Funds are provided to help with outreach activities. No funds will be disbursed to partners.

Partner organizations can only participate in the program once during the two-year period of the program. For example, if a partner submits an outreach request and is approved in FY 09, the partner organization will not be eligible to participate in the program during the FY 10 fiscal year.

We encourage you to seek support for your 2010 Census promotional program(s) by completing and returning by mail the enclosed Partner Support Program Request Form. The deadline to submit requests is July 25, 2009 for FY 2009. Requests may not exceed \$2,999.00 (inclusive of all additional costs, such as set up charges, shipping, and handling charges). The PSP request amounts may be smaller as funds are contingent upon the number of requests received in the region and the relative impact of the promotional effort proposed.

These funds cannot be used to:

- Make direct payment to partners
- Purchase advertising
- Purchase goods or services with a useful life beyond the 2010 Census time span  
or
- Pay for items with a commercial organization's name on them.

When you submit your request, attach the price quote or proposed invoice from the vendor you intend to use. PSP Request Forms will not be reviewed without documentation. We encourage the use of local vendors. Vendors must be able to accept credit card approval for payment. Please use the enclosed form to prepare your Partner Support Program request.

**USCENSUSBUREAU**  
*Helping You Make Informed Decisions*

[www.census.gov](http://www.census.gov)  
GPO: U.S. GOVERNMENT PRINTING OFFICE: 2006-745-242/60133

Questions regarding these guidelines can be directed to the Partnership Specialist in your area or contact Edward R. Davis Jr., Partnership and Data Services Coordinator, at 404-335-1510, or Juanita A. Mainster, Partnership and Data Services Coordinator, at 305-984-3583 in the Atlanta Regional Census Center.

Thank you for your prompt response to the 2009 Partner Support Program opportunity. We greatly appreciate your many local efforts in support of a successful 2010 Census in your area.

Sincerely,



GEORGE GRANDY, JR.  
Regional Director

Enclosure(s)

# Complete Count Committee Guide

Issued November 2008

D-1280



**IT'S IN OUR HANDS**

[www.census.gov/2010census](http://www.census.gov/2010census)

USCENSUSBUREAU

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

United States  
**Census**  
**2010**

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*Message  
From the Director  
U.S. Census Bureau*

Every decade since 1790, the U.S. Census Bureau has conducted a constitutionally mandated census to determine the number of people living within the United States and our territories. These data are used by our nation's leaders to help make vital decisions on behalf of all residents, including reapportionment and redistricting. Census data also affect how more than \$300 billion in federal funds are distributed to tribal, state, and local governments each year.

One of the primary goals of the 2010 Census is to increase the national mailback response rate. This not only reduces the overall cost of the census, but it also increases the accuracy of these data as well. Tribal, state, and local governments, as well as community and business organizations can help us achieve this goal by bringing local knowledge and expertise to the process.

The Complete Count Committee is a major vehicle for planning and implementing local, targeted efforts that will uniquely address the special characteristics of your community. The role of the Complete Count Committee will be to plan and implement local outreach efforts to publicize the importance of the 2010 Census. The work of this committee will be innovative, exciting, and rewarding.

The *2010 Census Complete Count Committee Guide* provides guidelines for the active involvement of government officials, community leaders, and businesses in promoting the 2010 Census to residents in your area. The guide suggests a structure for organizing a local campaign, provides examples of activities that may be implemented, and gives a timetable for these activities. If you have any questions about the guide or how to get started forming your own Complete Count Committee, please refer to the back of this guide for your local Census Bureau Regional Office or visit [www.census.gov/2010Census](http://www.census.gov/2010Census).

Your participation in the 2010 Census program is voluntary. However, many government officials and community leaders understand that their participation is vital to help ensure an accurate and complete count of their community.

The Census Bureau is strongly committed to the most accurate and efficient census in 2010. With your help, we will ensure every resident is counted once—only once—and in the right place. We look forward to partnering with you to obtain an accurate count for your community.

Sincerely,

Steve H. Murdock





## WHY DO WE TAKE THE CENSUS?

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- The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years, of everyone residing in the United States: in all 50 states, Puerto Rico, and the Island Areas. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted in 1790 and has been carried out every 10 years since then.
- The next census occurs in 2010. The population totals from this census will determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative districts.
- The U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2010.
- The totals also affect funding in your community, and data collected in the census help inform decision makers how your community is changing. Approximately \$300 billion in federal funding is distributed to communities each year.

*Will the 2010 Census be the same as 2000?*

No, there are some important changes:

- 2010 Census will be short form only—just 10 easy questions.
- The long form is now part of the annual American Community Survey.
- Handheld computers with Global Positioning System will be used to check our address list in 2009.

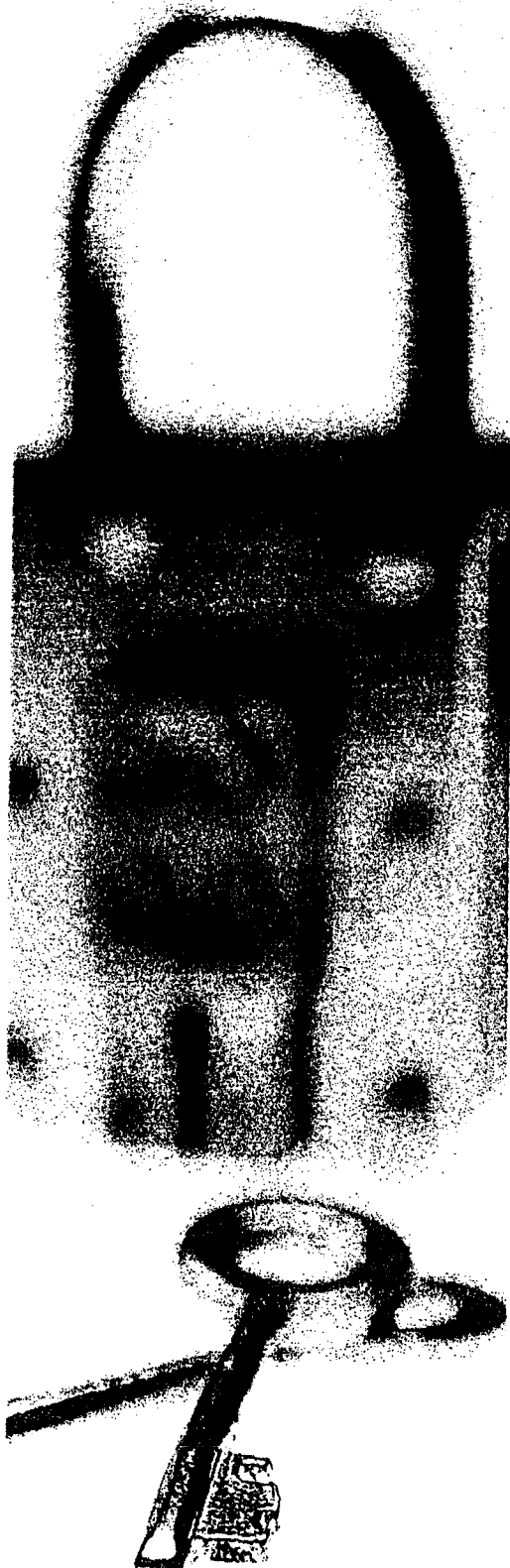


## HOW ARE CENSUS DATA USED?

*Census data are widely and wisely used.*

Determining congressional seats and federal funding is just a hint of the many important uses of census data. Take a look at examples below and refer to the appendix for even more uses of census data. (See Appendix A: 50 Ways Census Data Are Used.)

- The federal government uses population data to allocate funds in a number of areas:
  - ♦ Title I grants to educational agencies (school districts across the nation)
  - ♦ Head Start programs
  - ♦ Women, Infants, and Children (WIC) (food grants)
  - ♦ Public transportation
  - ♦ Road rehabilitation and construction
  - ♦ Programs for the elderly
  - ♦ Emergency food and shelter
  - ♦ Empowerment zones
- The data help the private sector as well as state and federal governments determine where jobs and job programs are needed.
- Census data help potential homeowners research property values, median income, and other demographic information about a particular community.
- Corporations use population data for market research to determine locations for commercial enterprises, such as food stores, pharmacies, and other essential services.



## ARE CENSUS DATA REALLY CONFIDENTIAL?

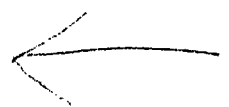
### ▪ **ABSOLUTELY!**

- *Your answers* are protected by law (Title 13 of the U.S. Code, Section 9) and are strictly confidential. It is illegal for the Census Bureau, or its employees, to share your personal information with any other government agency—not law enforcement, IRS, Welfare, FBI, Immigration, etc.
- No court of law, not even the President of the United States, can access your individual responses.

1953—During the Truman administration, the White House had to undergo renovation. It was necessary to relocate the President until the renovation was completed. The Secret Service requested from the Census Bureau information on residents living in the proposed relocation area for the purpose of performing background checks. However, because census data are **ABSOLUTELY CONFIDENTIAL**, even to the President, the request was denied. President Truman spent his exile at Blair House.

- Census workers must pass security and employment reference checks and are highly motivated to protect *your* answers. All Census Bureau employees are subject to a **\$250,000 FINE AND/OR A 5-YEAR PRISON TERM** for disclosing any information that could identify a respondent or household.

1980—Armed with a search warrant authorizing them to seize census documents, four FBI agents entered the Census Bureau's Colorado Springs office. No confidential information was ever released because a census worker held off the agents until her superiors resolved the issue with the FBI.



## WHAT IS A COMPLETE COUNT COMMITTEE (CCC)?

### *How Does a Complete Count Committee Work?*

Now that you are familiar with what a census is and why we conduct a census every 10 years, you can appreciate how much work is required to count every resident living in the country. The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, why it is important, and encourage their community to participate. One very effective way to accomplish this is through **Complete Count Committees**.

### *What Is a Complete Count Committee?*

A **Complete Count Committee (CCC)** is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of community representatives from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.

**Complete Count Committees (CCCs)** come in different types and sizes, depending on how they are organized and where they are located. The following table gives you an idea of the types and sizes that are most common.

Type of CCC	Responsible Body	Size	Location
State	State government	Large	Statewide
Local	Local government (Regional, County, City, Town)	Large, Medium, or Small	Urban, Rural, or Suburban
Community	Community organization/leader	Large, Medium, or Small	Urban, Rural, or Suburban

Government-sponsored CCCs may have a state, regional, or local focus, and operate within the jurisdiction of their highest elected official(s). Local government CCCs may include more than one jurisdiction. Community-sponsored CCCs may be organized by a community group or a coalition of community groups. A CCC may also be assumed by or assigned to an existing committee or group such as a city planning board, a regional planning commission, or a local community committee.

Once the CCC members have been identified, chairpersons may wish to divide the members into subcommittees based on the activities that the committee plans to undertake. For example, a media subcommittee may be formed to identify local officials and other persons of influence to record public service announcements (PSAs) and appear on local television and radio shows about the census. A second subcommittee might be on education, targeting the schools, colleges, and universities with promotional materials and ensuring that the Census in Schools materials are being used by schools across the state. Another may be a business subcommittee that targets businesses and encourages them to post census materials and sponsor local events. Other possible subcommittees may include a faith-based focus to reach religious groups in a community or a youth focus to target organizations providing services to children, such as Head Start or day care centers. The type of subcommittee created is really based on the needs of the community the CCC serves or the focus of committee outreach. Tailor subcommittees to meet the community needs. Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 15.

The common thread among all CCCs is that they are a team.

CCCs are a team:

- Charged with informing members of their community to complete the 2010 Census questionnaire in a timely and accurate manner.

Community members should be encouraged to inform all of the residents of a defined area of census completion from door-to-door or other ways.

## Why Form a Complete Count Committee?

A Complete Count Committee should be formed to:

- Increase the response rate for residents making their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, experience, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2010 Census awareness.

The CCC speaks the language of its community, therefore establishing an information highway that even the Internet cannot rival—neighbor informing neighbor.

The CCC makes sure each resident is aware of the importance of an accurate census count.

## How Do You Organize a Complete Count Committee?

Based on the previous table, there are three types of Complete Count Committees, state government-sponsored, local government-sponsored, or community-sponsored. Let's take a look at each of these and review the differences between the committee types and sizes. Knowing what the differences are will help determine how to form your Complete Count Committee.

### State Government Complete Count Committees

The Governor of the state, who appoints individuals to serve as members on the committee, typically creates state Complete Count Committees. The committee may be chaired by an individual designated by the Governor, such as the Governor's Liaison or staff from the State Data Center. State CCCs may be fairly large with anywhere from 20 to 100 members. The committee members should be representative of the residents of the state and have

the time and commitment needed for a successful committee. State CCCs typically have members from various state agencies, local government agencies, schools, churches, media, and community organizations. Tap groups or organizations that will best help you implement and achieve your goals. State CCCs may operate with or without a subcommittee structure. Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 15.

State CCCs often have a better understanding of the economic impact of a complete count and are highly motivated to develop a comprehensive outreach plan. They tend to have more resources (funds and/or staff) to support a CCC.

### *Examples of State Complete Count Committee Strategies*

Several states organized Complete Count Committees in Census 2000, and we can look to them for best practices. The important thing to remember is to do the best you can with the resources you have. Here are some suggested strategies that worked well for them:

- Allocate state funds for implementation of the state CCC.
- Develop an action plan.
- Assign staff to work with the state CCC.
- Set clear, achievable goals and objectives.
- Identify targets (populations or areas) for aggressive outreach through—
  - ♦ direct community outreach—touching as many people as possible through swap meets, sports events, festivals, parades, etc.
  - ♦ strategic partnerships with counties, schools, state agencies, and community-based organizations.
  - ♦ a state media campaign with a catchy slogan. Example: California state CCC in 2000 used the slogan "California, You Count!"
- Coordinate activities with local CCCs throughout the state.
- Develop a state 2010 Census Web site with links to the Census Bureau Web site.
- Create promotional materials and items for populations or areas identified.
- Create events in key areas where none exist.

### *Sample Activities of State Complete Count Committees*

#### **2008-2009**

- Allocate funds to conduct CCC outreach.
- Encourage local governments to form Complete Count Committees.
- Develop a list of barriers or concerns that might impede the progress of the 2010 Census in your state, such as pockets of populations speaking a language other than English, recent immigrants, and significant numbers of children under age 18. Explore ways/activities to address or overcome these barriers.
- Develop and implement activities to involve state government employees in 2010 Census awareness campaign.
- Include the 2010 Census logo and messages on letterhead, brochures, newsletters, and Web site.
- Display census information/materials in all state government buildings.
- Sponsor a contest to create a state slogan and/or mascot for promoting the 2010 Census.

#### **January-March 2010**

- Add census messages to meetings and correspondence.
- Implement major promotional events around mailout of questionnaires and nonresponse follow-up.
- Provide information on federally funded programs that have benefited the state.
- Saturate targeted areas with census information that is easy-to-read and understand.
- Change telephone hold messages in state offices to remind residents to complete and return their questionnaire immediately.

#### **April 2010**

- Have government employees answer the phones with a 2010 Census message.
- Change telephone hold messages in state offices to one that encourages residents to cooperate with the census workers that may come to their home if they don't return their questionnaire.



## May–July 2010

- Prepare final report of committee activities and provide a copy of your report to your regional census contact person.

### *Local or Tribal Government Complete Count Committee*

Local Complete Count Committees are formed by the highest elected official in that jurisdiction, such as a mayor, county commissioner, tribal leader, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint residents of the community to serve as members of the CCC. Members appointed could be representative of a cross section of the community, be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2010. Members could include persons from the areas of education, media, business, religion, and community groups. Most local government CCCs are small to medium size depending on the jurisdiction. A town may have a small committee with only 3–5 members, while a city CCC may be medium to large size with anywhere from 10 to more than 100 members, depending on the size of the city or tribe.

Both county and regional CCCs, since they cover a larger geography, tend to be larger in size with 20–50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impacts their communities. In previous censuses, experience has shown that local government CCCs are more productive with subcommittee structure.

Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 15.

### *Examples of Local and Tribal Complete Count Committee Strategies*

Nationwide, there were 11,800 Complete Count Committees formed in Census 2000, and the majority of them were local government committees. Here are some suggested strategies that worked for them:

- Allocate funds for the CCC, and assign a staff person to work with the committee.
- Set clear, achievable goals and objectives.
- Identify areas of the community that you want to target, either a geographical area or a population group that might be hard to count.
- Use a "grassroots" approach, working with community-based organizations and groups who have direct contact with residents, especially those who may be hard to count.
- Create promotional materials and products customized for your area.
- Implement special events such as a Census Day "Be Counted" parade.

### *Sample Activities of Local Complete Count Committees*

#### 2008–2009

- Develop a list of barriers or concerns that might impede the progress of the 2010 Census in your local area, such as recent immigrants, non-English speaking groups, high crime areas, and communities with gated residents. Explore ways/activities to address or overcome those barriers.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Place census messages in water bills, property tax bills, and other correspondence generated by the jurisdiction.
- Develop and implement activities to involve local government employees in 2010 Census awareness campaign.
- Encourage corporations to become official sponsors of your census activities.
- Have census banners, posters, and other signage placed in highly visible public locations.
- Include the 2010 Census logo and message on bus schedules, brochures, newsletters, and your local jurisdiction Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2010 Census.
- Have census information available during voter registration drives.

## January–March 2010

- Add a census message to all meetings, events, and correspondence.
- Provide information on federally funded programs that have benefited the community.
- Plan a major promotional event around the mailout of census questionnaires.
- Saturate public access areas with easy-to-read and understandable census information customized for your community.
- Ask elected officials to encourage residents to complete and return questionnaires immediately.
- Place a census message on all municipal marquees urging residents to complete and return their questionnaires.

## April 2010

- Place public service announcements in local media encouraging residents to cooperate with census workers.

## Community Complete Count Committees

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominantly elderly community may want to form a community CCC in order to build awareness among that population and encourage them to respond when questionnaires are delivered. A tenant's association may form a committee to educate tenants about the census and help those needing assistance in completing their questionnaire. Community CCCs identify their own chair and committee members. They may choose residents who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents.

Small committees may not need subcommittees, however, larger committees may find this structure helps them focus and work more effectively.

## Examples of Community Complete Count Committee Strategies

A number of organizations formed community Complete Count Committees in Census 2000. Some examples of these organizations are Community Action groups, Hispanic Service Center, Delta Sigma Theta Sorority, and Human Development Commission. Here are some suggested strategies that worked for them:

- Set clear, achievable goals and objectives for your committee.
- Identify what your committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in your area or among students in colleges/universities, outreach and promotion to youth or elderly in the community, or a global approach if no other CCCs are in the area.
- Develop an action plan that will include activities, events, etc., which will support your efforts and help you meet your goals and objectives.
- Create promotional materials that appeal to your focus areas, if resources are available.
- Implement special events that will generate interest and participation in the census.

## Sample Activities of Community Complete Count Committees

### 2008–2009

- Identify organizations in the community that can provide space for Questionnaire Assistance Centers and will serve as a Be Counted site. Pass this information on to your census contact person.
- Make a list of community-based organizations in your area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted for community residents.
- Check the community calendar in your area for events. Contact event organizers to see if you can have a census table or pass out census materials to increase awareness.
- Plan and solicit sponsors for a "Census Day/ Night Street Festival" in late 2009. Think of creative games or activities where census information can be incorporated.
- Develop a 2009 Census Activity Calendar, ask organizations to choose a month in which they will sponsor census activities or promote census awareness.

- Ask organizations to include a census article or message in all of their publications from April 2009 to August 2010.

### **January through March 2010**

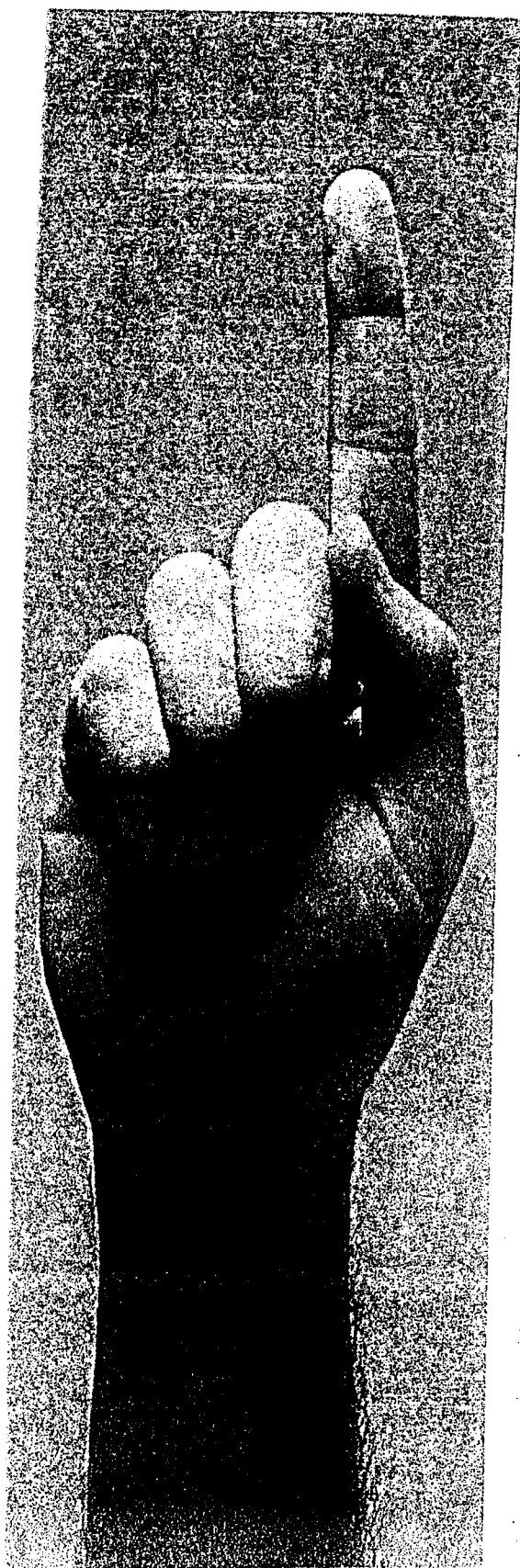
- Encourage organizations to include 2010 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post fliers announcing the delivery of the census questionnaire at busy locations in the community.
- Check with your census contact person about the locations of Questionnaire Assistance Centers and Be Counted sites in your community. Get signs from the contact person with the days and times the centers will be open. If signs are not available, make and post them as a committee project.
- Sponsor a "Little Miss/Mr. Census" contest and have the winners complete and mail a "symbolic" census questionnaire.

### **April 2010**

- Encourage residents to complete and mailback their census questionnaires.
- Plan a Census Day event to motivate community response.
- Check with your census contact person about response rates for your community. If rates are low, plan special events or activities to motivate residents to respond.
- Remind residents if they don't mailback their questionnaire a census worker may come to their home. Encourage residents to cooperate with census workers.

### **May 2010**

- Continue to encourage community residents to cooperate with census workers.
- Evaluate what worked best for your community and briefly report this information to your census liaison.
- Celebrate your success and thank all those involved in making it happen.



## WHEN SHOULD A COMPLETE COUNT COMMITTEE ORGANIZE?

### *Get Organized RIGHT NOW!*

- Although the 2010 Census questionnaires will not be delivered to households until mid-March of 2010, the census awareness campaign should start TODAY. Residents will begin to experience, by the end of 2008, some type of census operation such as address listing. These operations are necessary to verify the accuracy and location of each address in the United States.
- The immediate formulation of a **Complete Count Committee** will ensure that local residents are kept abreast of the various census operations before the information is nationally circulated.
- The more informed residents are about the 2010 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of the successful enumeration in 2010.



## WHAT IS THE SUBCOMMITTEE STRUCTURE OF A COMPLETE COUNT COMMITTEE?

### *The Structure*

- The Census Bureau regional staff will serve as a liaison or an informational resource.
  - The operation of the Complete Count Committee flows from the highest elected official or community leader to the chairperson, the committee members, and/or to the community at large.
  - The highest elected official or community leader appoints a chairperson. The chairperson is the liaison or main source of contact between the Complete Count Committee and the Census Bureau.
  - The chairperson collaborates with the highest elected official or community leader to select subcommittee chairs.
  - The Complete Count Committee should involve every aspect of a local community in its subcommittee structure—government, education, faith-based, media, community-based organizations, business, and recruiting.
- The U.S. Census Bureau does not manage the Complete Count Committee.**

The following are examples of a typical subcommittee structure. Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, senior services, and the disabled community.

**Government subcommittee**—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, free space

for Questionnaire Assistance Centers, and identifying other resources for CCC activities.

**Education subcommittee**—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Census In Schools materials.

**Faith-based subcommittee**—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2010 Census awareness and participation.

**Media subcommittee**—Creates and facilitates ways to get the census message to all community residents, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.

**Community-based organizations subcommittee**—Collaborates with community organizations to inform residents of the importance of participating in the 2010 Census and the benefits derived from census data.

**Business subcommittee**—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

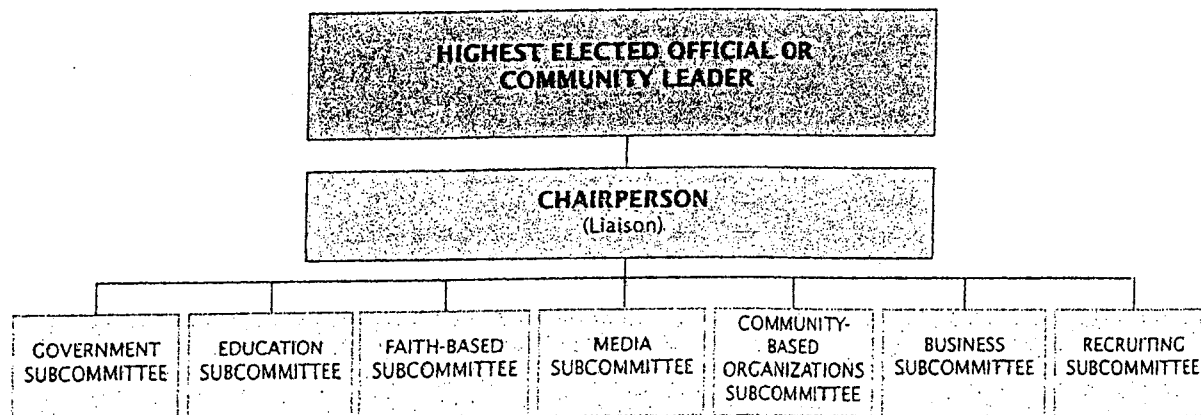
**Recruiting subcommittee**—Disseminates information about census job openings for the 2010 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a **Complete Count Committee** are those community members who have expertise, influence, and experience in the area of the respective committee. Committees are more productive and successful if willing to invest time, resources, and energy in this project.

Figure 1 is a sample Complete Count Committee organizational chart. The organizational chart is a guide to assist in forming a CCC and implementing the CCC plan. Once discussion has started about the focus and goals of the committee, subcommittees and/or activities may be added to fit the customized plan.

Both the government-led and the community-led **Complete Count Committee** operation flows the same, from chairperson to committee and/or subcommittees and then to the community at large. The community CCC essentially functions the same as the governmental CCC.

Figure 1.  
Sample Organizational Chart



*Complete Count Committee*  
*2010 Census*  
*2008 Summer and Fall*

*Now Through March 2010*

## **Action Steps**

### **2008 Summer and Fall**

- Highest elected official or community leader meets with regional office partnership staff to discuss forming a partnership for the 2010 Census and the establishment of a Complete Count Committee.
- Highest elected official or community leader appoints the chairperson of the CCC.
- Highest elected official or community leader, with the assistance of the chairperson, appoints the subcommittee chairpersons (if necessary).
- Highest elected official or community leader holds a press conference to announce the formation of a CCC and the appointment of the chairperson.
- Official or community leader issues a proclamation/resolution stating that it will formulate a Complete Count Committee for the 2010 Census.

### **2008 Fall and Winter**

- Hold first Complete Count Committee meeting:
  - ♦ Give an overview of the roles and responsibilities of a CCC.
  - ♦ Select a secretary to record minutes of meetings.
  - ♦ Establish committees (if necessary).
  - ♦ Develop a plan of action for 2010 Census awareness campaign to cover the period from now through October 2010.
  - ♦ Set a schedule for the CCC meetings as well as the subcommittees.

### **February–December 2009**

- CCC members participate in census CCC training.
- Hold regularly scheduled meetings to report on tasks and subcommittee activities.
- Proceed with census awareness activities generated by each subcommittee.

- Evaluate the activities for effectiveness.
- Modify action plan as needed.
- Saturate community with at least one census awareness activity each month.

### **January 2010**

- Hold monthly CCC and subcommittee meetings.
- Finalize plans for activities surrounding questionnaire delivery days and Census Day activities.
- Review task lists and subcommittee activity plans.
- Proceed with 2010 Census activities generated by subcommittees.
- Finalize plans for activities to encourage residents to complete and return census questionnaires.
- Develop and finalize plans for motivating residents who do not return their questionnaires to cooperate with census workers during non-response follow-up. Plan these activities for April 2010.

### **February 2010**

- Hold regular CCC and subcommittee meetings.
- Review and modify, as needed, plans for questionnaire delivery and Census Day activities.
- Review and modify, as needed, plans for residents who do not respond.
- Finalize plans for all activities scheduled for March and April.
- Check with subcommittee chairs on the number and location of Questionnaire Assistance Centers and Be Counted Sites. Publicize the location, dates, and times of operations in the community.

### **March 2010**

#### **Countdown to Census Day**

- Review and implement activities leading to Census Day—April 1, 2010.
- Finalize plans for all activities planned for the end of March and the month of April.
- Proceed with activities generated by subcommittees.
- Send press release highlighting 2010 Census activity schedule.
- Encourage community members to participate with census workers during address canvassing operations.

## Census Day—April 1, 2010

### **April 2010**

#### ***The time has come to act.***

- Implement Census Day activities.
- Hold daily activities to encourage residents to complete questionnaires accurately and to return them quickly.
- Evaluate activities and make changes as necessary.
- Prepare to implement activities for residents that did not return their questionnaire.
- Implement activities to keep the census awareness and interest strong.

### **May–July 2010**

#### ***Nonresponse follow-up***

- Use all sources to encourage residents to cooperate with census workers.
- Continue to meet regularly to give and receive 2010 Census progress reports.
- Prepare summary report of CCC activities, operations, and member feedback.
- Celebrate the success of the 2010 Census enumeration and recognize the efforts of the CCC members.





## SUMMARY: WHAT ARE THE BENEFITS OF A COMPLETE COUNT COMMITTEE (CCC)?

The CCC speaks the language of and knows the pulse of its community, therefore establishing an information highway that even the Internet cannot rival—neighbor informing neighbor.

The CCC will help ensure an accurate 2010 Census count.

The CCC gains valuable knowledge about the census process at the local level and develops a plan to impart that knowledge to each and every resident as only a neighbor and fellow stakeholder can do.

The CCC increases the participation ratio and the response rate by continuing awareness of the 2010 Census through July of 2010.

## APPENDIX A.

### 50 Ways Census Data Are Used

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$300 billion in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing "intelligent" maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Providing evidence in litigation involving land use, voting rights, and equal opportunity.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Analyzing military potential.
- Making business decisions.
- Understanding consumer needs.
- Planning for congregations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

## APPENDIX B:

# Understanding the Language of the 2010 Census

### Glossary

#### *The 2010 Census From A to Z*

#### **Advance Letter**

A Census Bureau letter sent to alert households that the census questionnaire will be mailed or delivered to them soon.

#### **American Community Survey (ACS)**

A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it will replace the long form for the 2010 Census. Since 2004, ACS has provided annual data for social and economic characteristics for many geographic entities and population groups.

#### **Be Counted Site**

The Be Counted program provides a means for people who believe they were not counted to be included in the 2010 Census. Special Be Counted census forms in five different languages—Spanish, Chinese, Korean, Vietnamese, and Russian, will be available at different locations in the community. Businesses and organizations may agree to be a Be Counted site by donating space to display a Be Counted box with forms in appropriate languages for their location. The Be Counted program runs for about 4 weeks in spring 2010.

#### **Census**

A complete enumeration of a population or business and commercial establishments, factories, farms, or governments in an area. (See decennial census.)

#### **Census Bureau**

An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The U.S. Census Bureau conducts approximately 200 annual surveys, conducts the decennial census of the United States population and housing, the quinquennial economic census, and the census of governments.

#### **Census Day**

The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 census. April 1, 2010, is the reference date, Census Day, for the 2010 Census.

#### **Census in Schools (CIS)**

A national program component of the 2010 Census with an emphasis on kindergarten through eighth grade students in schools located in hard to count areas. The purpose of Census in Schools is to educate all of the nation's K-12 students about the importance of the 2010 Census.

#### **Commitment**

An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

#### **Complete Count Committee (CCC)**

A volunteer committee established by tribal, state, and local governments, and/or community organizations leaders to include a cross section of community leaders, including representatives from government agencies; education, business, and religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a 2010 Census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

#### **Confidentiality**

The guarantee made by law (Title 13, United States Code) to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to others.

#### **Decennial Census**

The census of population and housing taken by the Census Bureau in each year ending in zero. Article 1, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790.

**Early Local Census Offices (ELCO)**

A temporary office opened to conduct early census operations such as check addresses and develop and refine the Master Address File for mailing census questionnaires.

**Enumeration**

The process of interviewing people and recording the information on census forms.

**Enumerator**

A Census Bureau employee who collects census information by visiting households during census field operations.

**Governmental Unit (GU)**

A geographic entity established by legal action for the purpose of implementing specified general- or special-purpose governmental functions. Most governmental units have legally established boundaries and names. GU officials (elected or appointed) have the power to carry out legally prescribed functions, provide services for the residents, and raise revenues. To meet Census Bureau criteria, a government must be an organized entity that, in addition to having governmental character, has sufficient discretion in the management of its own affairs to distinguish it as separate from the administrative structure of any other governmental unit. To have governmental character, an entity must exist as a legally organized entity and have legally defined responsibilities to its residents.

**Hard to Count (HTC)**

Groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, low-income, etc.

**Hard to Enumerate (HTE)**

An area for which the environment or population may present difficulties for enumeration.

**Highest Elected Official (HEO)**

The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place.

**Household (HH)**

A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

**Housing Unit (HU)**

A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

**Local Census Office (LCO)**

A temporary office established to oversee census operations in a specific area. These operations include address listing field work, local recruiting, and visiting living quarters to conduct the 2010 Census.

**Mailout/Mailback (MO/MB)**

A method of data collection in which the U.S. Postal Service delivers questionnaires to housing units, based on geocoded addresses (usually city-style mailing addresses) recorded in the Census Bureau's Master Address File. Residents are asked to complete and mail the questionnaires to a specified data capture center.

**Mail Return Rate (MRR)**

The total number of households returning a questionnaire by mail divided by the number of estimated housing units that received a questionnaire by mail or from a census enumerator (the only units that can return a questionnaire). This measure cannot be finalized until the enumeration is completed, and the final number of occupied housing units is determined.

**Master Address File (MAF)**

A Census Bureau computer file of every address and physical location, including their geographic locations, that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by tribal, state, and local governments.

**Nonresponse (NR)**

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone or Internet response.

**Nonresponse Follow-up (NRFU)**

A field operation designed to obtain a completed interview from households where a questionnaire was not returned. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will enter respondents' answers to interview questions or information about the status of the housing unit (for example, vacant or nonexistent). If all attempts to contact the residents of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

**Partner**

A partner is a group or individual that commits to participate in some way with census activities.

**Partnership**

An agreement with tribal, state, and local governments, national organizations, and community groups (faith-based organizations, businesses, media, schools, etc.) that allows their active participation in various census activities.

**Partnership Specialist**

The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are increasing awareness and outreach in communities and gaining cooperation and participation from those communities.

**Privacy Act**

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.

**Questionnaire Assistance Center (QAC)**

A center established by a local census office to assist people with completing their questionnaires. For Census 2000, the centers were established in community centers, large apartment buildings, churches, and so forth. The centers are staffed by Census Bureau employees. QACs are open when census questionnaires are mailed, about 4 weeks from mid-March to mid-April 2010.

**Regional Census Center (RCC)**

One of 12 temporary Census Bureau offices established to manage census field office and local census office activities and to conduct geographic programs and support operations.

**Regional Office (RO)**

One of 12 permanent Census Bureau offices that direct and advise local census offices for the 2010 Census. The Regional Office also conducts one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to obtain information similar to long-form data and to provide communities a fresh, more current look at how they are changing.

**Respondent**

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

**Title 13 (U.S. Code)**

The law under which the Census Bureau operates. This law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

**Value Added**

Refers to any service or activity provided by partners that would ordinarily require payment such as room/space for testing or training, use of staff time, and use of other business resources.

## Regional Office Contact List

If You Live Here	Call This Regional Office	Phone Number
ALABAMA	Atlanta	404-730-3832
ALASKA	Seattle	206-381-6200
ARIZONA	Denver	303-264-0202
ARKANSAS	Kansas City	913-551-6728
CALIFORNIA <sup>1</sup>	Los Angeles	818-267-1700
CALIFORNIA <sup>1</sup>	Seattle	206-381-6200
COLORADO	Denver	303-264-0202
CONNECTICUT	Boston	617-424-4501
DELAWARE	Philadelphia	215-717-1800
DISTRICT OF COLUMBIA	Philadelphia	215-717-1800
FLORIDA	Atlanta	404-730-3832
GEORGIA	Atlanta	404-730-3832
HAWAII	Los Angeles	818-267-1700
IDAHO	Seattle	206-381-6200
ILLINOIS	Chicago	630-288-9200
INDIANA	Chicago	630-288-9200
IOWA	Kansas City	913-551-6728
KANSAS	Kansas City	913-551-6728
KENTUCKY	Charlotte	704-424-6400
LOUISIANA	Dallas	214-253-4400
MAINE	Boston	617-424-4501
MARYLAND	Philadelphia	215-717-1800
MASSACHUSETTS	Boston	617-424-4501
MICHIGAN	Detroit	313-259-1158
MINNESOTA	Kansas City	913-551-6728
MISSISSIPPI	Dallas	214-253-4400
MISSOURI	Kansas City	913-551-6728
MONTANA	Denver	303-264-0202
NEBRASKA	Denver	303-264-0202
NEVADA	Denver	303-264-0202
NEW HAMPSHIRE	Boston	617-424-4501
NEW JERSEY <sup>2</sup>	Philadelphia	215-717-1800
NEW JERSEY <sup>2</sup>	New York	212-584-3400
NEW MEXICO	Denver	303-264-0202
NEW YORK <sup>3</sup>	Boston	617-424-4501
NEW YORK <sup>3</sup>	New York	212-584-3400
NORTH CAROLINA	Charlotte	704-424-6400
NORTH DAKOTA	Denver	303-264-0202
OHIO	Detroit	313-259-1158
OKLAHOMA	Kansas City	913-551-6728
OREGON	Seattle	206-381-6200
PENNSYLVANIA	Philadelphia	215-717-1800
RHODE ISLAND	Boston	617-424-4501
SOUTH CAROLINA	Charlotte	704-424-6400
SOUTH DAKOTA	Denver	303-264-0202
TENNESSEE	Charlotte	704-424-6400
TEXAS	Dallas	214-253-4400
UTAH	Denver	303-264-0202
VERMONT	Boston	617-424-4501
VIRGINIA	Charlotte	704-424-6400
WASHINGTON	Seattle	206-381-6200
WEST VIRGINIA	Detroit	313-259-1158
WISCONSIN	Chicago	630-288-9200
WYOMING	Denver	303-264-0202

# Regional Office Contact List

*Note: For more information, go to <[www.census.gov](http://www.census.gov)>.*

<sup>1</sup> The Los Angeles Regional Office covers Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties. The remaining counties are covered by the Seattle Regional Office.

<sup>2</sup> The New York Regional Office covers Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union, and Warren counties in New Jersey. The remaining New Jersey counties are covered by the Philadelphia Regional Office.

<sup>3</sup> The New York Regional Office covers Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, and Westchester counties. The Boston Regional Office covers the balance of New York State.

The Complete Count Committee (CCC) program consists of community and government leaders dedicated to building awareness of the 2010 Census. Complete Count Committee members can:

- Organize a team of local people who can provide the cultural and community insights necessary to build 2010 Census awareness efforts.
- Promote the value of accurate and complete census data.
- Have a positive impact on the questionnaire response rate.

Local Complete Count Committees are formed by the highest elected official in that jurisdiction, such as a mayor, county commissioner, tribal leader, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint residents of the community to serve as members of the CCC. Members appointed could be representative of a cross section of the community, be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2010. Members could include persons from the areas of education, media, business, religion, and community groups. Most local government CCCs are small to medium size depending on the jurisdiction. A town may have a small committee with only 3–5 members, while a city CCC may be medium to large size with anywhere from 10 to more than 100 members, depending on the size of the city or tribe.



## EXAMPLES OF APPROVED PARTNER SUPPORT PROGRAM REQUESTS

**Example 1:** RCC is considering purchasing tee shirts, coffee mugs, cups, hats, and key rings with the words "It's In Our Hands" in English and Spanish for distribution to the public at public events, such as baseball games or parades.

This purchase is authorized. While the purchase of these items is generally prohibited as they are considered personal, Congress has given census specific authority in its appropriation to spend funds on "promotion, outreach, and marketing activities" necessary to conduct the decennial census. Provided RCC determines that the purchase of these items is necessary to promote and market the decennial census, this purchase is authorized.

**Example 2:** Various religious organizations have agreed to provide space for Questionnaire Assistance Centers and training, to announce to their congregations the importance of the census, and to provide fliers for distribution by the religious organizations.

The use of funds for this activity is authorized. This activity is not a violation of the restrictions upon the Federal government establishing or promoting religion. This activity is authorized, as it is legitimate promotion, outreach, and marketing of the decennial census. However, RCCs are cautioned not to give any appearance of supporting religious activities and to not show any preference of any religious organizations.

**Example 3:** A local school decides to conduct a census essay and poster contest during Citizenship Week. The RCC agrees to purchase certificates and ribbons for winners and provide these items to the school. The school agrees to hold a special event to which they invite local celebrities, Complete Count Committee members, and local residents to participate.

RCC may cooperate with organizations such as schools and purchase certificates and ribbons if RCC determines that holding this event and the expenditures are necessary to promote or market the decennial census. Advertising the event is authorized to properly bring public attention to the event.

## EXAMPLES OF DISAPPROVED PARTNER SUPPORT PROGRAM REQUESTS

**Example 1:** RCC purchases tee shirts, coffee mugs, cups, hats, and key rings with the census logo for distribution to census employees and their families.

This is an improper expenditure as the purchase of these items for Federal employees is considered to be for personal use. While these items may be properly purchased with appropriated funds from the Census Employee Incentive Awards Program, they may not be purchased with funds intended to promote the 2010 Census.

**Example 2:** RCC has a request from a major department store to have a "Census Day" whereby the store will pay the advertising costs to promote the event provided the store can use the census seal and be able to state that it has exclusive rights among department stores to promote the Census and can state that it is the "Official Department Store for the 2010 Census."

There are several problems with this request. RCC may not give exclusive rights to the department store and may not authorize the store to represent itself as receiving an endorsement from the Census Bureau. By doing this, RCC would be giving preferential treatment to the store and promoting it over other competing stores. Moreover, use of the 2010 Census logo by an outside party is prohibited absent express authorization.